



**Development Services
Department**
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BANNER ON GILBERT ROAD

APPLICATION & PROCESS GUIDE

**TOWN OF GILBERT
PLANNING SERVICES DIVISION**
www.gilbertaz.gov/planning

BANNER ON GILBERT ROAD PROCESS GUIDE

The following information is provided to assist in the preparation and submittal of an application for a Banner on Gilbert Road. The Town of Gilbert maintains street banner poles between Page and Cullumber Avenues on Gilbert Road. The Town has sole jurisdiction over use of these poles and prescribes approved uses, size, content of banners and attachment requirements. The primary purpose of this banner system is to allow the Town, Heritage District merchants, schools, non-profit organizations, and community based organizations the opportunity to promote their events. The use of the street banner poles is expressly limited to the uses authorized by this Policy and the use of the poles is, therefore, not open to the public at large. This Policy 2011-02, adopted by the Town Council on March 10, 2011 is not intended to create a public forum on the street poles or any banner placed on the poles.

Authorized Users

The following users are authorized to apply for banner use, with the following priority:

- 1) Town of Gilbert with scheduled annual Blackout Dates
- 2) Heritage District Merchants
- 3) Gilbert Unified, Higley Unified, Chandler Unified School District, and Charter School Events
- 4) Gilbert-based Community and Civic Groups
- 5) Other Non-Profit Charitable Groups and Civic organizations affiliated with the Community

*General Commercial use and use by individuals is prohibited.

*As a matter of public policy, no political advocacy or religious event banners will be considered.

Length of Use

No banner will be authorized to remain up for longer than 14 calendar days, and no consecutive period scheduling is allowed. Starting dates must begin and end on a Monday, unless otherwise approved by the Development Services Department. Shorter intervals may be approved by the Development Services Department if scheduling competition exists, or is requested by the applicant. For availability and scheduling questions, please call Paula Olson at (480) 503-6814.

Application for Use

Users shall use this application and submit to the Development Services Department to reserve times to have banners over Gilbert Road. An application must be submitted during the first 6 months of the year (January 1 - June 30) for use during the last 6 months of the year (July 1 - December 31). Requests submitted during the last 6 months of the year will be scheduled for the first 6 months of the year. The application shall include the requested date, contact information, organization name, event being advertised, exact banner text and graphics, and the length of the request.

If there are conflicts in scheduling, users may contact each other to see if mutual accommodation of banner use periods can occur.

Charges for Use

There is no charge for Town use. A fee of \$200 per week (2 week maximum) will be charged for all other users. Payment must be received before confirmation of scheduling.

Banner Size

Banners may not be longer than 32 feet, or wider than 42 inches. Reinforced attachment grommets must be located at the four corners, as well as at 18 inch intervals along the top and bottom to allow the banner to be connected to the support wires. Banners must also have wind holes located within them to minimize the “sail effect” of the banner in wind. A standard detail is attached for reference.

Banner Dropoff Location

Banners are the sole responsibility of the sponsoring entity. Banners must be delivered to Public Works, 900 E. Juniper Avenue, not later than two business days prior to the start of the request, and picked up not later than one week after completion of the request. The Town is not responsible for storing banners, or their condition if damaged while being installed, during the display, or while being taken down.



BANNER ON GILBERT ROAD APPLICATION

Received By: _____

Name of Promotional Event : _____

Requesting Banner: Installation Date: _____ Removal Date: _____

One Week for \$200

Two Weeks for \$400

Copy of Banner Detail (8½ x 11 with exact text and graphics)

Check what type of user you are:

1 Town of Gilbert with scheduled annual Blackout Dates

2 Heritage District Merchants

3 Gilbert Unified, Higley Unified, Chandler Unified School District and Charter School Events

4 Gilbert-based Community and Civic Groups

5 Other Non-Profit Charitable Groups and Civic organizations affiliated with the Community

Applicant/Contact:

Company: _____

Address: _____

City, Zip: _____

Contact Name: (print) _____ E-mail _____

Phone: _____ Fax : _____

Signature: _____ Date: _____

FOR STAFF USE ONLY

Submittal Date _____

Fee Paid _____ EDEN Permit Number _____

Receipt Number _____ EDEN Permit Type **PBR**

